

Saima Shah

Alberta, Canada

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[Design Portfolio Link](#)

ILLUMINATOR

Idea Generator | Storyteller | UX Designer/Writer

PROFILE

As a UX designer, I am skilled in user centred design and application of design principles to solve user problems. In previous roles (wellness entrepreneur, content writer and marketing coordinator), I enhanced brand recognition through creative problem solving, strategic communications and attention to user experience.

- User experience designer, researcher and writer for strategic design
- Analytical and creative abilities demonstrated in design of mobile and web applications in payment software, mental health and language learning products.
- Skilled in Figma Canva, Photoshop, MS Office and Content Management Systems
- Experience in UX research, writing and design for payments, wellness and learning products
- Experienced in working with virtual teams, project collaboration and delivery

PROFESSIONAL EXPERIENCE

HHA Inc., Burnaby, BC

2013-2024

A holistic wellness startup

Wellness Entrepreneur

- Conducted competitor analysis and identified user needs for wellness coaching and counselling
- Identified user problem, personas, user stories and user flows for website
- Created brand identity and design system for website
- Content writer for SEO optimization that organically attracted users looking for a solution to their health problem
- Managed a virtual team for design and maintenance of website.
- Created content and scripts for videos
- Managed digital advertising strategy
- Conducted virtual counselling and coaching sessions

QAI LABORATORIES, Burnaby, BC

2012 - 2013

A standards and certification company

Marketing Coordinator

This role consisted of starting up a new department for marketing support for brand building and growth under the guidance of the President and Sales Manager. The role required collaboration with subject matter experts and it meant making the company visible on digital platforms.

- Initiated and managed the design and development of a company website that provided google friendly information about all the divisions as an integrated whole. This was a first step to enhance the profile of the company.

- Designed workflows for an internal Human Resources (HR) informational website that provided policies, procedures, forms and other important HR documents to staff.
- Increased efficiency of the sales team via a user friendly, cost effective Customer Relationship Management(CRM) solution.
- Evaluated various CRM systems and supported the Sales team in procuring and implementation.
- Implemented a change management strategy for staff to facilitate adoption of the CRM solution effectively.
- Managed materials and gifts for event planning for product marketing tradeshow

Program Coordinator

- This role consisted of organising the administration and customer service for the commercial vehicle importation program.
- Over a period of 1 year, the revenues jumped to 1 million with very satisfied international clients.
- Coordinated documentation and record keeping for importation of vehicles.
- Provided customer service and support for clients who needed advice about Canadian import regulations
- Created a job description for administration role.
- Supported hiring and training for a full time administrator

TOTAL SYSTEMS SERVICES (TSYS), USA

2009 - 2010

Total Systems (TSYS) is one of the largest payment processing companies in North America, handling over 32 Billion payment transactions per year

- This role consisted of facilitating a transition process and wrap up during acquisition.
- Provided project coordination support for new pilot project implementations.
- Managed marketing initiatives to increase the visibility of the product in the financial industry.
- Evolved product communications as company was evolving from service based software development to a solution oriented product for a specific market.
- Supported business development initiatives with well researched and articulated proposal writing.

INFONOX ON THE WEB | *acquired by TSYS

2004-2009

An innovative payments software company that developed emerging technology i.e., biometric self service kiosks and end to end payment gateways.

- Joined the company when it was a start-up and provided managerial support as needed during the company's initial years.
- Managed, designed and created content and delivered training as needed for software pilot projects and new implementations
- Designed marketing strategy and wrote copy for the company's marketing initiatives such as trade shows, website, and client education.
- Conducted subject matter expert interviews to gather information about the product.

- Provided guidance and support for project coordination and team communication to the technical project manager.
- Responded to Request For Proposals for new pilot projects, with appropriate documentation.
- Managed data bank of proposal questions and responses in a Q&A library for proposals.
- Gathered research for business development for new markets for kiosk based software including cellphones, hotels, airports etc.
- Provided usability testing for the user interface and design from a user experience viewpoint.
- Attended trade shows and planned marketing events for relevant technology shows for financial technology and biometric solutions.
- Designed and implemented content strategy for Company website
- Produced highly engaging user stories to boost user confidence and interest in the product.

EDUCATION

UX Design Certificate, Career Foundry, Berlin, Germany, December 2024

UX Design Certificate, Brainstation, Vancouver, Canada August 2023

UX Design Certificate, Google, May, 2023

Digital Marketing Certificate, Udemy, Vancouver, August 2021

Registered Therapeutic Counsellor, Association of Cooperative Counsellors and Therapists (ACCT), Canada, 2021 to date

Master in Business Administration of Management Information Systems, Simon Fraser University(SFU), Burnaby, BC, 2021

Master and BBA (Hons) in Business Administration Finance & Marketing, Institute of Business Administration (IBA), Karachi, Pakistan

VOLUNTEERING

- Association of Cooperative Counsellors and Therapists (ACCT), HR evaluations guidance (2023 – 2024)
- Capacity BC Advocacy for internationally trained professionals (2007 – 2008)
- Facilitated free classes for meditation and yoga for disadvantaged groups
- Provided pro bono coaching and counselling sessions for people unable to pay
- Counselling practicum at Moving Forward Family services for disadvantaged groups.

HOBBIES AND INTERESTS

- Creative writing for children's stories
- Learning new skills in digital marketing, psychology, human resources and technology.
- Enjoy spending time in nature, cooking, and trying new recipes.
- Facilitating writing and meditation groups.
- Social work volunteering and service support for non profit organisations